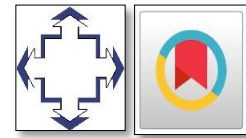


Understanding Management Marketing in Digitalization and Automation Times



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ABSTRACT

This study discusses some of the latest trends in business marketing governance in the era of Automation by emphasizing what is happening in business today compared to the past. This study is based on published data in the literature and internet-based data from various research articles, newspaper reports, and various website sites that actively discuss marketing trend issues in digital technology days. We understand that the business now and in the past still have the same goal, but what makes the difference is the marketing work system that used to be conventional but has now switched to digital, namely by optimizing internet searches that are based on marketing objectives, all marketing content and all information related to trading electronics became the main discussion to get an understanding of marketing management governance in the era of all-technology. We then studied the electronic data search method carefully and concluded that the point was that we got the findings as an answer to this royal question reported qualitatively. Based on the data exposure and discussion, we can inform the audience that today's business managers must understand how to influence consumers to win marketing by minimizing marketing costs so that companies get profits and their business continuity. Thus, it is hoped that this study will obtain results helpful in developing business marketing science in the digital era compared to traditional marketing techniques.



1. Introduction

Marketing is a business activity that continues to change over time. Marketing has a vital role in supporting the success of a business, primarily if the business is run in an era that is based on all technology, which has an impact on increasing fierce and uncertain competition (Hutt & Speh, 2021). Due to business marketing changing along with the entry of the internet or automation era, it forces business drivers, especially marketing, to be more proactive in marketing their products and services by having a variety of approaches and strategies, all of which are nuanced in Automation in all areas of marketing. Due to internet-based marketing, marketing goods and services must take advantage of electronic commerce, which uses the internet to increase sales. With the explosive growth of internet use by all forms of business, marketing must be adjusted to the type of business, the type of product being marketed by relying on marketing and promotion in the form of advertising with the help of software, including stock trading, which must be implemented quickly through the transformation of advertising methods such as involving Google Come. Amazon com Ali Baba, YouTube social media, and others. So, this paper will look at various types of marketing based on digitalization and marketing automation (Oesterreich & Teuteberg, 2016).

Almost every company has marketing management that contributes to analyzing and managing the company's product marketing process. The marketing division cannot be ignored because it contributes to the smooth product marketing process. As explained earlier, the notion of marketing management is a process of determining marketing objectives, analyzing the marketing process, and fulfilling the marketing objectives plan for a company or organization. In addition, marketing management also analyzes and measures the marketing process strategy of a company or organization. In short, marketing management is a division that manages every product marketing process to analyze every marketing process. Marketing is critical in a company or organization because, with marketing, companies can reach the intended target market and get more customers (Ratia et al., 2018). Then what is the definition of marketing management and its concept in the digital era as it is now?.

We will see more about the comprehension of advertising the executives here. All in all, what is advertising the executives in the computerized economy idea? With the advanced period as it is today, showcasing the executives has rolled out numerous improvements that can cause the organization to get by in the computerized time. Every change is made with the essential advanced time changes. A few ideas can be applied to determine the significance of promoting the executives in the computerized time and advanced new businesses (Bhimani & Willcocks, 2014). Here are some of them. The first is the creation of the executives. The creation advertising the board idea is an idea where the organization diminishes creation costs however much as could reasonably be expected to get more benefit. To create the board, usually, the organization will decrease creation costs. Try to create as many items as expected under the circumstances to sell. An idea like this would be appropriate for quick organizations like home garments or even natural substances that individuals frequently use (Lerch & Gotsch, 2015).

Typically advertising, the executives that utilize the item idea is item situated. Organizations center around giving the best items to give their clients. Clients will be happy with a decent item, and they will become faithful to the organization's items. This idea will be reasonable if we focus on the upper center market, which is more worried about excellent item quality paying little mind to cost. Assuming we center around item quality, the following item will have a costly cost. Organizations accept that drawing in clients is an appealing deal framework in the deal idea. Usually, organizations will connect with the deals cycle, so clients need to purchase their items. This technique should, to be sure, be possible well, even though it will not be fine necessarily in every casework. One illustration of the idea of selling items is giving limits to clients. Generally, this idea is, for the most part, done by a web-based business or online stores that sell carefully (Prahalathan et al., 2021).

Otherwise called the Marketing Concept, this advertising of the executive's idea centers around what the objective market needs. Very not the same as the idea of the deal recently portrayed. The advertising idea will generally have faithful clients and keep going for a seriously lengthy timespan. We need to organize so the objective market is the upper working class. Since claiming an item and utilizing showcasing ideas to advertise the item implies that we rely entirely upon the purchasers' requirements (Legner et al., 2017). The social or advertising idea is a promoting idea that spotlights the social effect. By utilizing this idea, organizations accept that clients will be happy with items that socially affect the climate. The social idea could be the social effect on the climate or, for instance, on specialists impacted by COVID-19 during the pandemic. Attempting the Financial and Business Report Features for Faster and Accurate Business Decisions The advanced period has changed the idea of promoting the board. The use will be more straightforward, assuming that we comprehend the item and target market (Urbach & Röglinger, 2019).

Marketing computerization is a computerized gadget innovation entrusted with naturally dealing with a few business channels' multifunctional endlessly showcasing cycles of a few business channels (Akhlak, 2021). So it very well may be perceived that the essential capability of any advertising computerization apparatus is to streamline and robotize the exercises performed by the deals and showcasing group: plan and run lead age and advancement crusades. Then send off various computerized promotion crusades from a focal center point without physically squeezing the "send" or "send off" button in each business email, message, and promotion. Organizations showcasing computerization can appreciate different advantages across their activities (Mustaqfirotunnisa & Susilo, 2021). There are multiple ways that the right advertising robotization can help organizations. This incorporates expanding the number of qualified leads and arriving at the outreach group, expanding the number of transformations, and expanding efficiency across the deals and promoting group. Along these lines, money managers can change promoting techniques and procedures to computerized or computerization through internet showcasing. Specifically, advertising exercises to get purchaser consideration by using online entertainment, sites, email, and, surprisingly, expanded reality. This should be possible with paid publicizing, quality substance, or primary web-based media postings (Makkulau et al., 2017).

The explanation is that if the item is promoted correctly, the business will run all the more without any problem. In the wake of knowing how the organization's advertising the executives are, the lethal mix-up that happens in business is the shortfall of perfect monetary administration. Monetary administration is vital for any line of business (Sestino et al., 2020). Consequently, we want to make funds more straightforward by utilizing Journal internet bookkeeping programming. This will make it superfluous to have hell overseeing business bookkeeping, yet all businesses can utilize the assistance of Journal bookkeeping programming. Indeed, presently we figure out what showcasing the executives is and what is implied by advertising the board. Likewise, the idea of promoting the executives is a course of deciding advertising objectives, investigating advertising processes, and satisfying showcasing objectives plans for organizations or associations. Ideally, this data can be valuable for any individual who needs it. Remember to impart it to the colleagues and companions who may require this data (Cluley et al., 2020).

2. Research Method

Next, in this second part, we will explain how this situation is done (Rodrigues & Martinez, 2020). We will repeat that this activity aims to gain more profound peace of mind about how to behave in the digital era by prioritizing maximizing marketing that is not limited to the old ways. To obtain data, we have collected it electronically and visited various sources, literature, and publications to understand how digital-based business management governance is (Pradhan et al., 2018). The collected data is then presented in research involving a coordinate system, a comprehensive evaluation system, and

conclusions based on this study's purpose to obtain as many findings as possible. Next, we report the data in qualitative data by adhering to several previous complications, namely, review and following qualitative. We get the form of getting and answering problems starting from problem identification to the final report (Sasu & Ichim, 2016).

3. Results and Discussion

Marketing robotization

Publicizing robotization or marketing automation is a thought that suggests the use of programming to motorize displaying exercises (Kotler et al., 2021). Many publicizing divisions require the robotization of drawn-out endeavors, for instance, informing, online amusement, or other website exercises. Advancing robotization advancement makes this enormous number of endeavors significantly more direct. *Marketing computerization* is the item and systems that engage associations to exchange. Through Marketing Automation, it is attainable to support expected clients with incredibly modified and essential substance, which changes them into clients and clients into satisfied clients. This advancing Automation generally delivers enormous new pay for the business while giving a dumbfounding benefit from the hypothesis. The adage "advancing motorization" has transformed into a well-known articulation, where promoters are looking for robotization programming for displaying, accepting that it consolidates all of the principal gadgets for association advancement. This confusion leaves numerous associations with current gadgets that do not offer lead-age game plans. In their still, little voice, associations choose to buy email areas to deal with themselves rather than move toward leads (Rae, 2016).

While it could seem like a helpful arrangement, it is everything except an excessively long plan, nor does it make the conditions essential to cement relationships with clients later on (Gentsch, 2018). Along these lines, assuming we want to make genuine progress with robotized promotion, it is indispensable to comprehend that it does not make or make leads for the association but helps with expanding tries and becoming fruitful. It is likewise vital to create effective and improved content that answers the necessities of possible clients—taking a gander at the Definition of Marketing Automation, Benefits, and Examples. Have we heard the term showcasing computerization? Promoting computerization is a term that alludes to a robotized means of overseeing advertising processes across different business channels. Things being what they are, how does promoting mechanization work? What are the advantages? What is more, what sort of model? To figure out every one of the responses, we can stand by listening to the total showcasing computerization guide beneath (Fernandes & Oliveira, 2021).

Marketing Automation

Marketing automation is a system used to manage business marketing campaigns more effectively and efficiently (Heimbach et al., 2015). A marketing tool is part of a CRM application feature that can target customers with automated messages via email, website, or social media. Marketing automation is specifically designed to streamline and simplify the tasks of the marketing team, from automating the prospecting process to creating digital campaigns. This, of course, can help save time and effort to increase revenue and (return on investment) ROI while focusing on developing the business. How Does Marketing Automation Work? Marketing automation is not much different from its name, namely, automating the entire marketing process. This includes automatically collecting data from email, websites, and social media interactions. Then the data can be viewed from the perspective of each customer in a 360-degree manner, similar to what is done in the marketing application from Qontak.com (Järvinen & Taiminen, 2016).

Then, marketing automation will use the data to shorten the segmentation process and target customers in determining the right audience. We Can use marketing automation to create personalized and relevant messages via email, website, or social media with just a few clicks (Silva et al., 2021). Benefits of Marketing Automatisasi. The main benefit of marketing automation is that it simplifies marketing tasks so that teams can focus more on more important tasks. Apart from that, marketing automation also has many other benefits that can benefit businesses, including. By reducing repetitive tasks, the marketing team can save time and focus on other more important things (Mrohs, 2021); Segmentation helps to deliver relevant content to the right target, Personalize, make customers feel close, valuable, and different, Customer journey, helping to improve customer experience by personalizing campaigns according to the needs of each customer, Leads generator makes it easier for us to promote business to various platforms at once to attract many potential customers (leads) and The loyal customer helps us stay connected with old customers to maintain their loyalty.

Marketing Automation to Increase Sales

The method is relatively easy; we need to follow the strategy to increase sales with the following marketing automation! Group customers and take a personal approach. Marketing automation can provide insights from the collected customer and lead data (Dinu et al., 2020). In this case, we can take advantage of these insights to group customers and prospects by specific categories, such as gender, interests, etc. Then send marketing emails containing content that has been personalized according to customer interests, as suggested by the Harvard Business Review. Maintain relationships with customers. New customers are significant for business, but maintaining relationships with existing customers is also essential. We can use marketing automation to update customer data and maintain old customer relationships. In addition, we can also have a 360-degree perspective on the customer database, which can make it easier for us to determine who are loyal customers and which to approach again. Establish more meaningful communication. Marketing automation allows us to provide a consistent customer experience across every business channel. This means we can handle customer complaints in an organized and documented manner. So, customers do not have to repeat complaints or questions when they want to switch platforms when contacting us (Zumstein et al., 2021).

Automation of email marketing

Email marketing is essential for businesses in today's digital era. We can set up notifications for follow-ups and send them automatically to customers or prospects by using a marketing application. For information, email marketing is a marketing strategy that can provide a significant return on investment (ROI) with relatively affordable promotional costs (Todor, 2017). Perform periodic analysis. Marketing automation can provide analytical reports in graphs or charts that are easy to understand. Not only that, but the report can also provide a trend list and predictions for the following year. This can undoubtedly make it easier for us to determine a marketing strategy to achieve success and approach potential customers appropriately. What is an Example of Using Marketing Automation in Business? Using marketing automation can vary, depending on the type of business we have, whether B2C or B2B. However, we do not have to worry because we have prepared marketing automation examples for both types of businesses.

Marketing Automation in B2C sample

Email reminder-Sending email reminders based on a specific date is an excellent opportunity to send them a scheduled message and keep them buying and using business services. For example, Sociolla e-commerce stores its customer data, including the items on each customer's Wishlist. Reminder email when the item is on promo (Heimbach et al., 2015). This will serve as a reminder to customers and encourage them to purchase. In addition, they will also send email reminders if there are items left in the

cart or shopping cart. Very significant. We can send emails based on each customer's journey or activity using marketing automation. The primary function of any marketing automation tool is to simplify and automate the activities performed by our sales and marketing team: plan and run lead generation and development campaigns. Then, launch various digital ad campaigns from a central hub without manually pressing the "send" or "launch" button in each of your emails, messages, and ads (Todor, 2017). Businesses that use marketing automation can enjoy various benefits across their operations. There are several ways that the right marketing automation can help the business. This includes; significantly increasing the number of qualified leads and reaching the sales team, increasing the number of conversions, and increasing productivity across the sales and marketing team.

Marketing automation in promoting product

It is significant for organizations and advertisers, both experienced and amateurs, to recall that we are present in the time of robotization (Lyu, 2021). Also, it is significantly impacting how organizations reach and associate with clients. Advertising computerization acquires new clients, holds and connects with them, and inspires them to make rehash buys. Computerization saves time and smoothest out and works on the nature of the client venture. If we are not obtaining the outcomes we need from marketing endeavors, it is the ideal opportunity for another methodology that we want to take. Here is a gander at the many advantages of showcasing robotization (Irina, 2016).

Understanding Marketing Automation

Before we proceed, some might be inexperienced with the term promoting computerization. Showcasing computerization is an interaction in promoting that utilizes a product stage to robotize monotonous advertising errands. We can utilize robotized processes across different channels, including email and virtual entertainment. This sort of mechanization assists us in fragmenting and targeting likely clients with relevant messages. For instance, we can bunch individuals by geographic area, perusing history, or by history. Advantages of Marketing Automation with buyers today hope for something else, and they need it quickly. Clients need to realize we esteem them. Mechanization assists us with better comprehension and addressing these issues and further develops the purchaser experience (Irina, 2016). Here are the primary advantages that are promoting mechanization offers.

Choosing leads/possibilities

Sustaining leads is significant for any business. However, the interaction can be dreary and tedious. The objective is to carry new clients into contact with our image. What is more, we believe their consent should ask them for data to take a hike. As entrepreneurs or showcasing groups, we perform multiple tasks and lack the opportunity and willpower to sustain each lead/prospect (Lyu, 2021). That is the reason we want to be robotized promoting. Since this stage/programming makes our occupation simpler. We do not need to watch out for possible clients. Let the computerization stage do it for us while focusing on different parts of our business—customized Customer Service. Client care is critical to any industry that arrangements with individuals. Connections rely upon associations, and We clients anticipate them. Customizing our clients is the way to make deals and keep business. We need to motivate clients' faithfulness and make them want more and more. Robotized showcasing assists we arrive at the right clients with the perfect substance at the ideal time. The key is to offer them redid messages that are ideal, important, and compelling (Pol, 2019).

Further, develop Relationships.

A significant advantage of advertising mechanization is that it permits us to arrive at additional expected clients across various channels. We can spread brand mindfulness and flash interest in the business with exertion (Järvinen & Taiminen, 2016). Client trust and brand mindfulness increment they

hear from us on a predictable premise. This does not mean we need to spam them with irritating day-to-day messages, but we genuinely need to keep in touch. This makes trust, which is fundamental for any fruitful business. Robotization assists fill the correspondence with gapping between we clients and we business. It reminds clients that we are there when they need it and assists us with building a solid following for our business—associating Across Multiple Channels. Attempting to associate with clients is a troublesome and tedious undertaking. Mechanization stages permit us to arrive at clients through numerous channels, including email, website, and virtual entertainment. Programmed contact eases the heat off the client. It is a well-being net, permitting us to sustain and uphold clients without issues or stress. A solid computerization stage allows us to follow the presentation of different channels. we can see which clients we are it is attempting to reach and what marketing procedures (Leonow et al., 2019).

Computerized Marketing

Understanding Digital showcasing is an advertising action or advancement of a brand or item utilizing computerized media or the web. The motivation behind advanced showcasing is to draw in purchasers and likely clients. As we probably are aware, the acknowledgment of innovation and the web in the public eye is highly expansive, so it is not is business as usual that advanced advertising exercises are the primary decision for organizations. Subsequently, organizations rival each other to make fascinating substance to show in their showcasing on the internet. A few instances of showcasing procedures remembered for advanced promoting are SEO (Search Engine Optimization), web-based publicizing like FB promotions and Google Ads, print media advancements, TV and radio commercials, electronic boards, email advertising, versatile promoting, and others (Key & Keel, 2020).

Benefits of Digital Marketing

The quantity of computerized showcasing utilized by organizations demonstrates that this enjoys many benefits and advantages that can be acquired; what are they? Here is a portion of the upsides of computerized advertising contrasted with traditional showcasing (Išoraitė, 2020). Organization Speed with promoting procedures utilizing advanced media should be possible rapidly, even in a flash. Moreover, DM can likewise be estimated progressively and unequivocally. The simplicity of Evaluation-By utilizing the web media, the consequences of advertising exercises can be promptly known. Data, such as how long the item was watched, the number of individuals who saw the item, which level of deals transformation from every promotion, etc. After realizing that sort of data, they can assess which advertisements are great and awful. So, we can improve for the following time frame (Pumomo, 2021).

The following benefit is the broad geographic reach of DM. We can spread images or items all over the planet with only a couple of simple tasks by utilizing the web. Contrasted with conventional promotion, computerized showcasing is much less expensive and more viable. Financial plan costs saved can ultimately depend on 40%, as indicated by Gartner's Digital Marketing Spend Report. Likewise, the review also shows that 28% of little business visionaries will change to advance because it is demonstrated to be more successful (Key & Keel, 2020).

Types of Digital Marketing

The site is vital in showing the organization's fantastic skills, assisting customers with knowing the business, saving advancements, and simple business media—web crawler Marketing. Endeavors to make the organization's site simple to find in web crawler frameworks. Web search tool Marketing is separated into Search Engine Optimization (SEO) and Search Engine Marketing. Search engine optimization is finished without anyone else with a more extended and less expensive time, while SEM is paid however quicker. Web-based Entertainment Marketing (Noble & Smith, 2014). Course stages via virtual entertainment, for example, Facebook and Twitter, since it very well may be finished with negligible expenses or even free. This obviously can further develop the organization's brand. Internet

Advertising. Media advancement through the web for an expense. This can get customers more rapidly and agreeably yet is more costly than the past kind (Parvez dkk., 2018).

Virtual Entertainment Marketing-Circle stages via virtual entertainment, such as Facebook and Twitter, since they tend to be finished with insignificant expenses or even free. This obviously can further develop the organization's brand. Media advancement is through the web for a charge. This can get purchasers all the more rapidly and agreeably however is to some degree more costly than the past sort. Web optimization is an endeavor to upgrade a website to get top rankings from list items. To be at the highest level, we want to comprehend how the internet searcher framework functions—media that can be utilized like sites, web journals, and Infographics (Chaffey & Smith, 2017).

Content Marketing-Plan, make, and offer substance about the organization. This draws perusers to know the business and propels them to become purchasers. This content can be made as blog transfers, virtual entertainment, articles, digital books, Infographics, and online pamphlets. It promotes Automation. Promoting Automation is a procedure of mechanizing monotonous undertakings. Errands, for example, work process, content transfer format, and mission reports. This mechanization should be possible on computerized channels like email and virtual entertainment (Parekh et al., 2016).

Pay-per-click is a method for directing people to the site for each snap. For instance, in Google AdWords, we pay and get the top space for each inquiry on Google and charge for each snap. What is more, there are likewise Facebook Ads and LinkedIn Sponsored Messages. Local Advertising: A type of paid content shown in a structure that looks similar to the media content and its situation (Kim et al., 2011). Content that looks and capacities like a piece of the related media. For instance, Promoted posts on Instagram and Facebook. Offshoot Marketing-Offshoot Marketing is when we cooperate with another person's administration or site to make a commission by alluding perusers or guests to the business—for instance, by Hosting video advertisements on Youtube.

Online digital Marketing-You advances the image and content via online entertainment like Facebook, Whatsapp, Twitter, and Facebook Messenger. Virtual entertainment is a method for misrepresenting brands. Be that as it may, from the outset, center around one virtual entertainment to abbreviate the time, cost, labor, and information. Then, at that point, decide the character we use via virtual entertainment, like formal or semi-formal. Computerized Marketing Budget/ Computerized advertising is costly or does not rely upon the kind utilized by the organization. For example, advanced advertising, SEO, and content do not spend a lot of financial plans (Mandal & Joshi, 2017). Be that as it may, automatic promotion, for example, online pamphlets and messages, obviously requires specific expenses. After being familiar with the significance of automatic promotion, it should likewise be upheld by excellent monetary preparation for the achievement and smooth running of the business. Performing estimations, revealing, and monetary investigation supports exercises to promote procedures (Veleva & Tsvetanova, 2020).

Common Mistakes in Digital Marketing

The many conveniences offered by the digital marketing concept are indeed tempting. However, we need to note that some mistakes as below must be avoided when implementing a digital marketing concept so that the business can run according to the marketing plan.

Wrong target strategy-Strategy and planning are the first steps to determining the direction of a business (Diamond, 2019). Especially in the digital era like today, trends are so easy to change from time to time, so the needs and desires of consumers are increasingly diverse every day. Usually, some marketers are determined to get a lot of consumer coverage, so they are often careless in choosing their target market. This will complicate the digital marketing process, especially in analyzing the audience that reaches the product. Before introducing a product or service to the public, we must determine the purpose and marketing plan for the product. Make sure that the marketing strategy we design is specific, right on target, and can be easily reached by the target market (McGruer, 2020).

Ignore Story-telling and Copywriting-Digital marketing is closely related to content. The most important thing in content creation is writing. Whether it is design or video content, the role of copywriting is vital to convey the message that will be given to potential consumers. The writing must also give an impression and educate the audience so that the product can be easily realized—untidy and incomplete Website Pages. Website is the first element that consumers generally look for product information through search engines. In this digital era, it can be said that the website is the "face" of your business (Carter et al., 2019). That is why we need to make sure that the website's appearance can accommodate the visitors' needs instead of confusing them because of complicated website navigation. The website must be able to present information, call-to-action, and landing pages that are clear and do not distract visitors from finding what they are looking for. Also, make sure the message we display on the front of the website is short, clear, but very informative. An incomplete website, such as not having a blog, not being equipped with contact information, or About Us, can damage the business's reputation. In addition to About Us, the company's phone number and email address must also be displayed on the website to make it easier for consumers to channel their questions, suggestions, and criticisms (Miller et al., 2012).

4. Conclusion

This final section will summarize the essential points that will complete the study to understand marketing governance in the digitalization era of for-profit and business continuity. By reviewing the various kinds of literature that we have collected every day, we understand that marketing based on vitalization and in the era of Automation can no longer be done because today's business no longer relies on traditional promotion efforts. However, now businesses compete to combine their business promotion and marketing with digital technology adaptation where their skills and revolutionize the achievement of business goals. Among other things, we have obtained essential points that we have collected from various sources, including that digitalization cannot be separated from the central business in marketing. Everyone else will also find that automated marketing increases sales because it can reach layers of consumers from one place to another. Next, we summarize automated marketing in the form of an email and business to business and allow this to happen in various places and is not limited to a particular layer of consumers. This constellation of automated marketing develops faster and more enabling relationships of various businesses as everything necessary is now digitally connected. This computer-based marketing does provide a very large bona fide compared to conventional methods because digital marketing can reach various layers of consumers in various places to eat outside the country so that businesses are no longer in the s with limited opportunities and space and time. Thus the critical findings that we feel we have summarized to answer the problem where business in this global era must be run automatically with technology is no longer a particular problem for a business but has become a guide for all businesses in all countries, all places, and all countries.

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